

Note for Mullen-Sampson, Jayne

From: Walsh, Greg
Date: Mon, Dec 21, 1992 10:55 AM
Subject: A-TEAM HEADER SIZES
To: Mullen-Sampson, Jayne
Cc: Iler, Bill; Pettinelli, Bob

AS DISCUSSED, WE SHOULD MAKE CARTON AND PACK RACK HEADERS THAT ADVERTISE THE ADVENTURE TEAM. THE KEYLINES SHOULD BE SIZED AS FOLLOWS:

68701 * SPRING LOAD HEADERS: 10 3/16"W X 8 7/16" H (ALL AREA IS LIVE)

68702 * CARTON RACK HEADERS

LIVE AREA 23 1/4"W X 7 3/8"H
TRIM AREA 23 5/8"W X 7 3/4"H

I RECOMMEND FORCE SHIPPING 20 OF EACH TO THE ENTIRE FIELD SALES FORCE. LET ME KNOW HOW YOU WILL PROCEED.

THANKS.

12/21

DAVE:

COULD YOU PLEASE PROVIDE A LK FOR
THE ABOVE SIGNS. THE POS #'S
ARE NEXT TO THE DIMENSIONS.

FOR THE SPRING LOAD HEADER — YOU
MAY WANT TO JUST USE THE
MAT LOGO.

THE B-RACK HEADER DESIGN MIGHT
ALSO WORK FOR THE CARTON RACK
HEADER — BUT THE FIELD IS OK
W/ JUST PUTTING A MAT LOGO THERE TOO.

PLEASE CALL & DISCUSS IF THERE'S A
PROBLEM IN GETTING THE LK TO ME
BY THIS WEDNESDAY 12/23.

THANKS,

JAYNE

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